Claims

1. A greetings card, said greetings card including at least first and second panels, said panels movable between a closed position wherein said panels are adjacent to each other and an open position wherein the panels are a spaced distance apart, said greetings card further including electroluminescent means provided thereon and electronic circuitry associated with said electroluminescent means to generate an electric charge to illuminate said means, characterised in that said circuitry is provided with means to allow the illumination of said electroluminescent means to fade in and/or out of at least one illumination sequence during use.

2. A greetings card according to claim 1 characterised in that illumination of the electroluminescent means fades in from an off condition or from a previous illumination sequence to an on condition.

3. A greetings card according to claim 1 characterised in that the fading in and/or out of the illumination sequence is undertaken in a substantially smooth manner.

4. A greetings card according to claim 1 characterised in that the fading in and/or out of the illumination sequence is undertaken in a step wise manner.

5. A greetings card according to claim 1 characterised in that the electronic circuitry includes programming means for programming said fading in/fading out.

6. A greetings card according to claim 1 characterised in that the electronic circuitry includes an inverter to allow said illumination to fade in and/or out.

7. A greetings card according to claim 1 characterised in that the electronic circuitry includes timer means to allow the fading in and/or fading out of the illumination to be undertaken at or for pre-determined time intervals.

8. A greetings card according to claim 1 characterised in that said electroluminescent means are in the form of light emitting polymers (LEPs).

9. A greetings card according to claim 1 characterised in that the electronic circuitry includes at least an electrical power supply, switch means for switching the power supply to said electroluminescent means between on and off conditions and electrical connections connecting the power supply, switch means and electroluminescent means together.

10. A greetings card according to claim 1 characterised in that the switch means is moved between said on and off conditions on moving the first and second panels between said open and closed positions respectively.

11. A greetings card according to claim 1 characterised in that the switch is moved between said on and off conditions when the first and second panels are moved pre-determined distances apart.

12. A greetings card according to claim 1 characterised in that a further panel is located over said electrical circuitry to substantially hide said electronic circuitry from view.

13. A greetings card according to claim 12 characterised in that the further panel is secured to the at least first or second panels by any or any combination of adhesive, one or more clips or staples.

14. A greetings card according to claim 1 characterised in that the electroluminescent means are illuminated upon detection of one or more pre-defined criteria using detection means.

15. A greetings card according to claim 14 characterised in that the pre-defined criteria includes any or any combination of movement, light, sound or temperature in the locality of the card.

16. A greetings card according to claim 14 characterised in that the detection means includes a movement sensor.

17. A greetings card according to claim 14 characterised in that the detection means is a light sensor.

18. A greetings card according to claim 14 characterised in that the detection means is an audio sensor.

19. A greetings card according to claim 14 characterised in that the detection means is a temperature sensor.

20. A greetings card according to claim 1 characterised in that said electronic circuitry includes sequencing means.

21. A greetings card according to claim 20 characterised in that said sequencing means is a chip wound invertor.

22. A greetings card according to claim 20 characterised in that said sequencing means is a wire wound invertor.

23. A greetings card according to claim 20 characterised in that said sequencing means allows illumination of said electroluminescent means in a pre-determined sequence.

24. A greetings card according to claim 23 characterised in that said predetermined sequence includes flashing of said illumination display provided by said electroluminescent means between on and off conditions.

25. A greetings card according to claim 24 characterised in that frequency adaption means are provided with said electronic circuitry for adjusting the frequency at which said electroluminescent means are switched between said on and off conditions.

26. A greetings card according to claim 25 characterised in that the colour of said electroluminescent means can be changed by adjusting said frequency.

27. A greetings card according to claim 1 characterised in that the electronic circuitry includes two or more switch means for switching the illumination of the electroluminescent means between on and off conditions.

28. A greetings card according to claim 8 characterised in that two or more LEP displays are provided on the card.

29. A greetings card, said greetings card including electroluminescent means provided thereon and electronic circuitry associated with said electroluminescent means to generate an electric charge for illumination of said means,

characterised in that said electronic circuitry includes detection means for detection of one or more pre-defined criteria and, upon detection of said pre-defined criteria an electric charge is provided to said electroluminescent means to cause illumination thereof.